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# Farm Broadcasters Letter

United States Department of Agriculture Office of Information Radio-Television Division Washington D.C. 20250 (202) 447-4330

Letter No. 2420

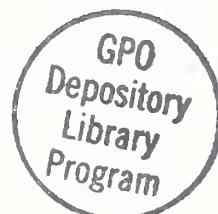
July 7, 1989

SUBSIDIZED SALES TO CHINA? Secretary of Agriculture Clayton Yeutter says if China were to ask to buy grain under the Export Enhancement Program, "that's a decision we'll make on a case-by-case basis." There have been no subsidized grain sales to China since the political turmoil began. However, he says, China has been buying grain on the open commercial market and has not sought to use the program since the political problems emerged. "As long as they continue to do that, the EEP issue will not arise," he says. Yeutter also says the recent events in China could delay that country's entry into GATT. China has applied for membership. "The entire picture is cloudy at best," Yeutter says.

YEUTTER NAMES DICKERSON -- Secretary of Agriculture Clayton Yeutter has named F. Paul Dickerson, a consultant and marketing agent in the Pacific Northwest, as general sales manager and associate administrator of USDA's Foreign Agricultural Service. In his position, Dickerson will serve as vice president of the Commodity Credit Corp. and administer foreign market development activities, export credit programs and the Food for Peace (PL 480) programs. Dickerson has 27 years of marketing and trading experience both in the U.S. and abroad. He has been employed by Columbia Grain, Inc., Cook Industries, Inc., and Cargill Inc. He succeeds Melvin E. Sims, who retired.

HEALTHY FAMILIES are structured so they can solve their problems, according to Mirta Cardona. Cardona, who is the administrator of programs for children and adolescents at Charter Palms Hospital of McAllen, Texas, recently spoke at a Texas Ag Extension Service seminar. Healthy families define the limits and boundaries of the family, she said. There is respect for members and each member has his or her own space. "When families are rigid, nobody grows," she said. Contact: Mirta Cardona (512) 631-5421.

FBL TO TAKE SUMMER VACATION -- The Farm Broadcasters Letter will be on summer vacation for two issues, beginning July 21. Thus, you will only receive two issues this month -- July 7 and July 14. Next issue after July 14 will be printed Aug. 4.



FORTHCOMING MEETINGS -- Here are some communications events you might like to know about:

-- July 16-20, International Agricultural Communicators in Education (ACE) Meeting, Marriott Hotel, Portland, Ore. Contact: Gwill Evans (503) 754-3311. (Our Marci Hilt will attend.)

-- Sept. 12 - 15, Radio & Television News Directors Assn. International Conference & Exhibit, Kansas City Convention Center, Kansas City, Mo. Contact: (800) 225-8183. (USDA Radio & TV will exhibit at this meeting and many of our staff will attend.)

-- Oct. 22 - 25, Communication Officers of State Depts. of Agriculture Annual Meeting & Workshops, Atlantic City, N.J. Contact: Carol Shipp (609) 292-8896.

-- Nov. 9 - 12, National Association of Farm Broadcasters Annual Meeting, Kansas City, Mo. Contact: (612) 224-0508. (USDA Radio & TV will exhibit and many of our staff will attend.)

NEW MICHIGAN VIDEO -- Cooperative Extension Service at Michigan State University, East Lansing, has produced a new videotape, "Agriculture and Groundwater Contamination: Exploring the Issues." The video gives an overview of nitrate and pesticide contamination from Michigan farm fields. Contact: (517) 353-3175.

IN SEARCH OF EXOTICS -- USDA is constantly searching for new ways to help small-scale farmers. Some past suggestions have included producing exotic livestock, goats, herbs, wildflowers, mushrooms and other specialties. USDA's latest ideas for alternative opportunities for small-scale farmers are growing exotic fruits and so-called dessert vines. The exotic kiwi fruit is one possibility. And, the watermelon and its cousins open up new possibilities for small-scale entrepreneurs who want to produce them for local markets. Contact: Howard Kerr, Jr. (202) 447-3640.

A NEW HYBRID ORANGE, developed by USDA scientists, is expected to help Florida growers and processors reduce U.S. dependence on imported juice. Juice from the new hybrid, Ambersweet, does not need to be mixed with other orange juices to meet federal color standards for Grade A juice. The new hybrid has a medium thick rind, which makes it easy to peel -- a real plus for the fresh fruit market. Contact: C. Jack Hearn (407) 897-7339.

FARM EXPENDITURES UP -- Farm production expenditures totaled \$118.4 billion in 1988, up 7.5 percent (from \$110.1 billion) from 1987. Spending was higher for all major categories, except interest (down 3.7 percent) and building and fencing (down 10.3 percent). Source: Farm Production Expenditures, 1988. Contact: Richard Clark or Doug Kleweno (202) 447-4214/447-5446.

PROTECT YOUR PETS DURING SUMMER -- Soaring summer temperatures combined with unaware pet owners can spell quick death for pets. "Each year, hundreds of pets die of heat, usually because their owners just aren't aware of how quickly heat can kill," says Dale Schwindaman, the USDA veterinarian who heads the animal care staff of USDA's Animal and Plant Health Inspection Service. "Even though pets, especially cats, are clever about finding a comfortable hideway, it's best to keep them inside during extremely high temperatures," he says. Contact: Dale Schwindaman (301) 436-6491.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1674 -- In Part One of a two-part series, Brenda Curtis talks with Sec. Yeutter about the domestic farm issues facing him in the coming months -- the 1992 Farm Bill, his opinion on drought assistance, federal crop insurance and the export enhancement program. (Weekly 13-1/2 min. documentary)

CONSUMER TIME #1156 -- Wild rice harvesting; getting rid of roaches; Hawaiian cowboys; Hawaiian love; droppin' in, instead of out, of school. (Weekly reel of news features)

AGRITAPE #1663 -- USDA News highlights; Sec. Yeutter faces tough domestic farm issues; favorable farm financial picture; feed grain comments; mouse genes fight plant toxins. (Weekly reel of 2-1/2 - 3 min. features)

USDA RADIO NEWSLINE -- Friday, July 14, milk production report; Pacific Rim ag outlook; Monday, July 17, China's ag outlook; Tuesday, July 18, weekly weather & crop outlook; Wednesday, July 19, dairy outlook.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.  
Material changed at 5 p.m. EDT each working day.

FROM OUR TELEVISION NEWS SERVICE

USDA TV NEWS SERVICE -- (July 6) Norton Strommen, USDA chief meteorologist, with weather outlook; Walter Gardiner, USDA economist, on Europe 1992 and GATT; Arthur Dommen, USDA economist, on world food situation; Larry Van Meir, USDA economist, on feed supplies and prices; Leland Southard, USDA economist on hogs & pigs report; former Ag Sec. John Block on trade mission to Ecuador and Jamaica. FEATURES: Gypsy moth research (DeBoria Janifer); herbicide resistance in weeds (Gary Beaumont, U. of Ill.); & Lyme Disease (Lisa Telder, Mich. State).

Available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY . . . . 7:30-7:45 p.m., EDT, Transponder 12D  
SATURDAY . . . . 10:30-11:15 a.m., EDT, Transponder 10D  
MONDAY . . . . 8:30-9:15 a.m., EDT, Transponder 12D  
(Repeat of Saturday transmission)

OFF MIKE

FARMERS ... made it through two years of drought but now the pendulum has moved too far the other way says Dan Gordon (Tennessee AgriNet, Nashville). Vegetable producers are losing crops to decay in the field because of excessive moisture. June totaled 8 inches above normal; more rain forecast.

WET ... ground is preventing farmers from getting into their fields, says Glen James (Progressive Farmer Net, Starkville, Miss.). Full soybean crop couldn't be planted in many areas and development is poor in other sections. Cotton is suffering, too. Potential exists for explosion of bollweevil -- last winter was mild and rain is preventing application of chemicals.

BLAST ... of triple-digit temperatures has accelerated crop stress in North Dakota. Ole Olson (KSJB, Jamestown, N.D.) says the recent 108 degrees beat a 54-year-old record of 101 degrees. No rain in the forecast and most crops in his region are not irrigated.

**Farm Broadcasters Letter**

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Washington, D.C. 20250-1300

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TIMELY ... rain has given a new lease to crops in regions of the plains. Merlin Plagge, Iowa Farm Bureau Federation president, says Midwest corn has been helped but says that as tasselling begins, demand will increase and subsoil moisture has not recovered from last year's drought. Any growth must be supported by weekly rains. Plagge spoke at the north central meeting in Sioux City, Iowa, of the National Association of Farm Broadcasters.

OUR ... thanks to NAFB north central regional vice president Doug Cooper (KWMT/Iowa-Nebraska Farm Network, Fort Dodge, Iowa), Randy Rasmussen (KMNS, Sioux City), and all those who had a hand in conducting the north central meeting. Good show.

*Vic Powell*

VIC POWELL  
Chief, Radio & TV Division